**Increasing Student Engagement**

**Use Memes**
A meme acts as a unit for carrying ideas, symbols, or practices through culture, and is often transferred through images on the internet. Memes are an engaging method to present material in a different format and particularly appeal to visual learners. There are many free ‘meme generators’ available on the internet.

**Formative Fun**
Formative assessment is optional and provides opportunities for self-assessment by students of their learning progress and stimulus for seeking clarification or feedback. In order to motivate students to voluntarily undertake additional work, the assessment should be fun.

**Student Response**
In-class surveys, deployed through iLearn, have provided a platform for students to have input into the course. One survey concerned the weighting to be given to an assessment task, and another used in the first lecture sought ideas for online sites to gather credible information on current affairs related to the course material.

**Optional Materials**
Where student feedback indicates a need for further explanation of key concepts, optional additional material can be created so that students who need the reinforcement can access it outside of class time. Basing additional material on work by popular comedians has been successful.

**Close the Circle**
After providing multiple means of engagement via choice in assessment tasks, information was provided to students to demonstrate the effectiveness of the choices available. This completes the dialogue with students and validates the design of assessment tasks.

**Key Drivers**
- Active Learning
- Experiential Learning
- Student Voice
- Personalisation

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